

## ORDER



**Orders**  
**Order / Rev:** 170848  
**Alt Order #:** 06401344  
**Product Desc:** REP NATIONAL COMM  
**Estimate:** 3542  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** Natl Med. Res Planning & Placement  
**Buying Contact:** Kristy Moran  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Issue/Republican Nat'l Committee  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	6	\$7,750.00	\$6,587.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$7,750.00	\$6,587.50	0.00
<b>Totals</b>	<b>6</b>	<b>\$7,750.00</b>	<b>\$6,587.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	16%	\$7,750.00
Market	100%	\$48,437.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$484.38
WISN	28%	\$13,562.50
WITI	28%	\$13,562.50
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	26%	\$12,593.75
WVTV	1%	\$484.38
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/02/12	11/02/12	Dr. Phil 4p-5p	CM	4p-5p	----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				Dr. Phil 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,000.00		0.00			
E 2	WDJT	11/05/12	11/05/12	Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				Dr. Phil 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$1,000.00		0.00			

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 Product Desc: REP NATIONAL COMM  
 Estimate: 3542

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	11/03/12	11/03/12	SEC Prime Game SEC Prime Game 7p-10p	SPRT	7p-10p	-----1-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$4,000.00		0.00			
E 4	WDJT	11/02/12	11/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
E 5	WDJT	11/06/12	11/06/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	-1-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-1-----					1	\$500.00		0.00			
E 6	WDJT	11/03/12	11/03/12	Sat 1035p-1135p The Closer	CM	1035p-1135p	-----1-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$250.00		0.00			
													Totals	6	\$7,750.00